



Our Vision and Values

The Indian Trail Alcoholic Beverage Control Board manages the sale of spirituous liquor through business principles that promote excellence in customer service; establishes effective alcohol education partnerships; administers regulatory provisions; and instills financial accountabilities that benefit those we serve.

We Value Our: By:

Environment	<i>Promote and nurture work environments that encourage honest, reliable communication and which at all times, treats people with dignity. Promote a safe and secure environment that supports our customers and all those that we serve them.</i>
Initiative	<i>Deliver on the needs of our customers through the uncompromising pursuit of "if there is a problem -fix it".</i>
Communication	<i>Listen and respond. Provide reasonable and accessible opportunity for our customers and employees to be heard. Routinely provide written communication to employees regarding board policies, procedural changes and employee/store news.</i>
Accountability	<i>Insure our words equal our actions, and if ever, one suffers at the expense of the other, work to correct.</i>
Relationship	<i>Recruit self-motivating individuals; provide job training and growth opportunities; and competitively acknowledge associates commensurate to performance.</i>
Performance	<i>Promote policies that are sound, innovative, profitable, and which advocate performance supportive of the welfare of the community.</i>
Teamwork	<i>Serve the customer or someone who serves the customer.</i>